

PEDESTRIAN AND BICYCLE SAFETY FY2018

In 2016, Michigan pedestrian fatalities decreased 2 percent from 2015, and bicyclist fatalities increased 12 percent for the same period. Pedestrian-involved crashes were down 6 percent, and bicyclist crashes were up 4 percent from the previous year, indicating a significant underlying problem affecting and involving bicyclists.

A study by Western Michigan University found that nearly 40 percent of all pedestrian- and bicyclist-involved crashes that included another vehicle were the result of "failure to yield" on the part of the pedestrian or bicyclist. This evidence was instrumental in developing the OHSP's pedestrian/bicycle safety program strategy.

Goals:

Decrease fatalities and incapacitating injuries involving pedestrians by 9 percent from 560 in 2015 to 510 by December 31, 2018.

Decrease fatalities and incapacitating injuries involving bicyclists by 1 percent from 175 in 2015 to 174 by December 31, 2018.

Task 1: Evaluation		\$516,000
Revision 10/13/2017		\$ 25,000
Section 402 FAST Act Funds		\$ 25,000
Section 405h FAST Act Funds	Revision 10/13/2017	\$491,000

NHTSA Pedestrian and Bicycle Safety Program Assessment and Recommendation Implementation

Project Number	CP-18-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$25,000	402 FAST Act
Match	No	
Indirect cost rate	n/a	
Project Number	PS-18-01	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$491,000 added 10/13/17	405 h FAST Act
Match	Yes	
Indirect cost rate	n/a	
MOE	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	Review Michigan's pedestrian and bicyclist safety initiatives in comparison to pre-established national standards, note the program's strengths and weaknesses, and provide program improvement recommendations by September 30, 2018.	

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This would be the first Pedestrian and Bicyclist Safety Program Assessment conducted in Michigan. Now is a crucial time for guidance on Michigan's pedestrian and bicyclist safety program, due to the significant amount of FAST Act funding awarded in FY2017. This funding has given Michigan the opportunity to provide the pedestrian and bicycle community with much needed assistance in reducing crashes and educating citizens on safety practices.

Evidence of Effectiveness: not applicable.

Task 2: Public Education and Training	\$442,000
Section 402 FAST Act Funds	\$ 25,000
Section 405 (h) FAST Act Funds	\$432,000

Michigan Bicyclist Safety Conference

Project Number	CP-18-01	
Benefit to Locals	No	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$25,000	402 FAST Act
Match	No	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives.	
Project Objective	To coordinate a statewide conference that will offer a comprehensive variety of bicycle safety presentations by September 30, 2018.	

With the increasing number of bicyclist-involved crashes and funding allocated to bicyclist safety in Michigan, a cohesive program is necessary to promote partnerships and develop countermeasures.

The OHSP will partner with stakeholders to plan and organize a variety of bicyclist safety topics that will be presented in both general session and workshop session formats. The goal is to reach as many target groups as possible: bicycle riders, local and state professionals, law enforcement, community groups and more. The opportunity for networking amongst attendees will be a priority. Evaluation of this conference will be done by distributing surveys to attendees to measure effectiveness.

Evidence of Effectiveness: not applicable.

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Grand Rapids Pedestrian Safety Program

Project Number	PS-18-02	
Benefit to Locals	Yes	
Grantee	City of Grand Rapids	
Grant Amount, Funding Source	\$120,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	Develop law enforcement and public information campaigns and evaluations on pedestrian safety in Kent County by September 30, 2018.	

Grand Rapids has a higher than expected number of pedestrian-involved crashes for its community size. City staff will couple engineering/construction improvements with education and enforcement measures to achieve crash reduction and improved understanding of the pedestrian safety laws and operator responsibilities.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Muskegon County Bicycle and Pedestrian Safety Initiative

Project Number	PS-18-03	
Benefit to Locals	Yes	
Grantee	Muskegon County Sheriff Department	
Grant Amount, Funding Source	\$18,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objectives	<p>To educate on Michigan's bicycle and pedestrian safety laws through community events by September 30, 2018.</p> <p>To train law enforcement officers on bicycle and pedestrians safety by September 30, 2018.</p>	

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This project is continued from FY17. Law enforcement training and supplemental resources were made available starting in FY2017. Media packets to assist in outreach efforts will be developed and used for the bike safety rodeos and bike/pedestrian presentations. Partnerships will be formed, especially to explain and ensure the methodology and legality of enforcement operations.

Local data will be used to identify high risk areas for safety mobilizations and educational outreach. These areas are primarily located in urban areas including City of Muskegon, Muskegon Heights, Norton Shores, and Muskegon Township.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Detroit Bike and Pedestrian Safety Education Campaign

Project Number	PS-18-07	
Benefit to Locals	Yes	
Grantee	Detroit Greenways Coalition	
Grant Amount, Funding Source	\$76,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	To create, promote, and distribute up to 6,000 copies of a Detroit bike and walking map with substantial safety and education content specific to local issues by September 30, 2018. To execute marketing tactics to create visibility for a cycling and pedestrian safety campaign by September 30, 2018.	

Detroit has the highest pedestrian fatality rate among other major U.S. cities. This is a critical time as the city is making rapid investments in more bike lanes, including protected bike lanes. Many road users have never been exposed to or educated about these bike lanes.

The Detroit Greenways Coalition will work in partnership with the City of Detroit and other stakeholder groups to address Detroit's high pedestrian and bicycle crash levels through a coordinated citywide safety and education effort. This project is continued from FY17.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

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Royal Oak Bicycle Safety Education Campaign

Project Number	PS-18-06	
Benefit to Locals	Yes	
Grantee	City of Royal Oak	
Grant Amount, Funding Source	\$5,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	<p>To distribute flyers to city residents through local businesses and community education events by September 30, 2018.</p> <p>To conduct bicycle safety classes at Royal Oak's six elementary schools by September 30, 2018.</p>	

In 2015 there were 26 recorded crashes involving bicycles in the city of Royal Oak and 290 crashes in the past decade. In 2012 Royal Oak adopted its Non-Motorized Transportation Plan which has allowed the city to make infrastructure changes that highlight the lack of knowledge regarding rules, regulations, and laws pertaining to bicycles. The city implemented a long-term campaign to educate residents on bicycle lane safety use.

In 2016, the city began its Ride On bicycle safety and information campaign. This is a partnership between the City of Royal Oak, Beaumont Hospital, local schools, and businesses to educate residents on bicyclist safety. Funding will support additional distribution of information and bicycle safety classes. This project is continued from FY17.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Changing Driver Behavior Program

Project Number	PS-18-05	
Benefit to Locals	Yes	
Grantee	City of Ann Arbor	
Grant Amount, Funding Source	\$50,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	

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SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.
Project Objectives	<p>To develop and distribute educational materials and seek earned media on changing driver behavior related to yielding to pedestrians at crosswalks by September 30, 2018.</p> <p>To provide a law enforcement mobilization for high visibility crosswalk enforcement by September 30, 2018.</p>

This project is continued from FY17. Ann Arbor has worked to improve the non-motorized experience through infrastructure improvements, a commitment to complete streets design practices, changing local ordinances to protect pedestrians and providing targeted enforcement to improve driver stop compliance rates for pedestrians. However, they continue to experience serious injury and fatal crashes at well-marked and active-warning crosswalks.

Funding will support overtime enforcement at high-crash pedestrian crosswalks.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Bicycle Safety Video and Training Quiz

Project Number	PS-18-04	
Benefit to Locals	Yes	
Grantee	League of Michigan Bicyclists	
Grant Amount, Funding Source	\$38,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	<p>To produce a series of education videos that demonstrates cyclists' rights and responsibilities on the roads by September 30, 2018.</p> <p>To conduct regional law enforcement trainings across the state on bicycle safety laws by September 30, 2018.</p>	

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	To create and promote an online roadway safety quiz to provide detailed information on how to share the road safely by September 30, 2018.
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The dramatic increase in bicycle injuries and fatalities in both 2015 and 2016 support the need for a variety of countermeasures, including law enforcement's essential role in community enforcement, education, and outreach.

A clearer understanding of the bicycle-related portions of the Michigan Vehicle Code by law enforcement and bicyclists will help prevent future burdens placed on courts and allow officers to better serve the community and save bicyclist lives.

The League of Michigan Bicyclists will promote bicyclist safety in Michigan through three safety projects: a video, law enforcement training, and an online quiz. This project is continued from FY17.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Ride With-Walk Against

Project Number	PS-18-09	
Benefit to Locals	Yes	
Grantee	Helen DeVos Children's Hospital	
Grant Amount, Funding Source	\$2,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	24 percent	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	To develop an educational program targeting teens and young adults on pedestrian and bicyclist safety that will run at a minimum of three schools and two community events in Kent County by September 30, 2018.	

This program will educate teens and young adults through school and community programs about pedestrian and bicycle safety from the perspective of the pedestrian, the bicyclist, and a vehicle driver.

Funding will support development of educational materials.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

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Safe Shared Mobility Via Bicyclist and Motorist Education and Engagement

Project Number	PS-18-10	
Benefit to Locals	Yes	
Grantee	UMTRI	
Grant Amount, Funding Source	\$111,000	405 (h) FAST Act
Match	Yes	
Indirect cost rate	55 percent	
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	To create a web-based training module for bicyclists and motorists simulating different animated conflict situations within a game environment by September 30, 2018.	

One reason for an increase in bicyclist fatalities over the years is a lack of understanding of traffic rules and laws as they apply to bicyclists. Interaction between other users of the road and bicyclists happen through a set of mutually recognized signs/gestures that are not well documented and/or standardized as are vehicular traffic laws.

The Center for the Management of Information for Safe & Sustainable Transportation at the UMTRI will create a web-based training module for bicyclists and motorists simulating animated conflict situations within a game environment.

Evidence of Effectiveness: follows federal guidelines set forth under the FAST Act for 405(h) funds.

Task 3: Program Management	\$5,000
Section 402 FAST Act funds	\$5,000

Program Management

Project Number	CP-18-02	
Benefit to Locals:	No	
Grantee:	OHSP-Program Management Section	
Grant Amount, Funding Source:	\$5,000	402 FAST Act
Match	No	
Indirect cost rate	5.4 percent	
Grant Start-up:	October 1	
SHSP Strategy:	N/A	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

Evidence of Effectiveness: not applicable.